

THE NEW MEXICO BEER

GLORIETA



Brewed By Home People Who, Like You, Are Boost-
ing for New Mexico on Post Card Day

GLORIETA==Clear as Amber

GLORIETA==Pure as a mountain rill

**GLORIETA==Delicious as an expert
blending of the finest in-
gredients can make it.**

We have spared neither effort nor expense to produce the Beer par excellence. Our plant represents one of the heaviest industrial investments in New Mexico. In complete-
ness of equipment and perfection of brewing methods it has no superior
anywhere. Our raw materials are the choicest to be had, and
the result is GLORIETA--the New Mexico Beer,



Taste it, and you will know why it is preferred by connoisseurs

Inspect our plant and you will know why we can
speak so strongly of its purity.

Southwestern Brewery & Ice Co.

Albuquerque, New Mexico